

Message Text

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PAGE 01 TAIPEI 02686 160328Z

15

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 /033 W

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R 160011Z MAY 75

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 5193

UNCLAS TAIPEI 2686

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: IN-STORE PROMOTION: TAH SHING DEPARTMENT STORE

REFS : A) STATE 11652 AND B) 105781; C) TAIPEI 6671

1. TAH SHING DEPARTMENT STORE HAS INFORMED EMBASSY THAT DUE TO UNFORESEEN DELAYS IN INTERIOR CONSTRUCTION, ITS NEW PRESIDENT DEPARTMENT STORE WILL HAVE TO DEFER ITS OPENING DATE TO OCTOBER 10, 1975. BY ALL ESTIMATES, STORE WILL BE COMPLETED BEFORE THAT DATE, BUT MANAGEMENT HAS DECIDED ON OCTOBER 10, ROC'S NATIONAL DAY, TO LAUNCH NEWS STORE OPENING. ACCORDINGLY, PRESIDENT DEPARTMENT STORE HAS REQUESTED EMBASSY EXTEND DATE OF IN-STORE PROMOTION TO NEW DATE.

2. DURING CETDC-SPONSORED CONSUMER PRODUCT TRADE MISSION TO U.S. IN FEBRUARY 1974, TAH SHING DEPARTMENT STORE PURCHASED US\$170,000 OF U.S. CONSUMER GOODS, AND NOT US\$300,000 PREVIOUSLY REPORTED IN TAIPEI 6671. OF THE US\$170,000 ORDERED, APPROXIMATELY US\$40,000 OF PRODUCTS WERE SOLD IN OLD TAH SHING STORE. THE REMAINING US\$130,000 INVENTORY WAS STORED IN NEW PRESIDENT DEPARTMENT STORE WAREHOUSE TO BE SOLD IN CONJUNCTION WITH NEW STORE OPENING AND U.S. PRODUCT PROMOTION. IN ADDITION, PRESIDENT DEPARTMENT STORE MANAGEMENT PRESENTLY REORDERING ITEMS TO REPLACE STOCK AS WELL AS OTHER NEW CONSUMER PRODUCTS FOR THE UPCOMING EVENT.

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PAGE 02 TAIPEI 02686 160328Z

3. NEW STORE HAS ENGAGED THROUGH IESC THE SERVICES

OF A RETIRED SEARS-ROEBUCK EXECUTIVE TO ADVISE ON THE
MANAGEMENT, PURCHASING AND MERCHANDISING SYSTEM FOR THE
NEW STORE. ALSO, HE WILL ASSIST STORE IN DEVELOPING
CAMPAIGN FOR IN-STORE PROMOTION.

4. EMBASSY RECOMMENDS EXTEND FUNDING OF THIS PROGRAM
TO OCTOBER, 1975.

POPPL

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